BA556  
Seminar in Marketing Strategy  
Spring 2014

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Class Hours: TBA

Course Objectives:  
To help students understand the fundamental building blocks strategy.  
To discuss what a strategy is and how one is created within the marketing domain.  
To determine the nature and scope of strategy.  
To provide information on the various schools of thought within marketing and strategy development.  
To help the student nurture the "original thought" process.  
To help in the publication process.

Course Description:  
BA 556 is a doctoral seminar in marketing strategy. The seminar explores the foundations, processes, outcomes and state of marketing strategy within the general strategic framework of the firm. It is not important that we all agree or that you agree with me. What is important is that you know the material and can justify why you are correct. Pursuant to this, class participation is essential and mandatory. In addition, one student will be assigned each period as discussant leader and will be responsible for distributing abstracts of each article or book assigned that day as well as developing questions from the readings. This procedure helps in several ways.

First, students who wish to take their comprehensive examinations will have each article summarized making studying easier. It also helps to put each individual article into perspective relative to the entire topic. Second, by having others do article abstracts you will be able to see varying perspectives of an article’s important aspects. Finally, by spreading out the abstract writing, each student lightens the load of others. This should not be construed as an excuse to not read all materials.

Quizzes 15%  
Every period you will have thirty minutes to answer one question derived from the readings.

Exam 15%:  
There will be one exam. Prior to the exam, I will give you a list of questions to study from. The exam will consist of four questions. The objective is to prepare you for your comprehensive exams. There are three things that I look for in an answer. First, does the
student remember the critical literature within the topic? This is demonstrated by knowing author names and dates. In theory who said what and when is very important. Second, I look for synthesizing the material into a coherent form. I'm big on figures, tables, and diagrams because one can say a great deal in a small amount of time. Finally, I look for extension and support for opinions. After each question you should be able to extend on the body of knowledge by showing the gaps in the literature and proposing hypotheses, paradigms, theories, or models using articles and books not required in class. As a Professor you will be expected to propose and defend original thought in the development of manuscripts and your dissertation. This course is one small part of that journey.

**Strategy Paper (70%)**
One paper using empirical data is strongly suggested. If no data is available via your sources as well as the department, then two papers are required. The goal is to submit to a journal or conference before the end of the semester. If that goal is not accomplished, one letter grade will be deducted.

**Final Exams will be discussed in class.**

**Timeline and Readings:**

**Week 1: The Context of Marketing Strategy Within and Beyond the Firm**


**Beyond the Firm**


**Week 2: The Context of Marketing Strategy II**

Transaction Cost Analysis (TCA)


**Population/Organizational Ecology**


**Agency Theory**


**Institutional Theory**


**Week 3: The Context of Marketing Strategy III**

The Resource-Based View (RBV)


Resource-Advantage (RA) Theory


Competitive Rationality


**Week 4: Competitive Advantage**


**Week 5: Market Orientation**


Jaworski, Bernard J. and Ajay K. Kohli (1993), "Market Orientation: Antecedents and
Consequences," Journal of Marketing, 57 (July), 53-70.


**Week 6: Product/Service Quality: Customer Satisfaction**


Fournier, Susan and David Mick (1999), "Rediscovering Satisfaction," Journal of Marketing, 63 (October), 5-23.

Garvin, David (1984), "What Does Product Quality Mean?" Sloan Management Review,
(Fall), 25-40.


**Week 7: Knowledge/Marketing Research & Strategy**


**Week 8: Competitive Marketing Strategy 1: Marketing Performance**


**Week 9: Competitive Marketing Strategy II: Decision Making**


**Process/Implementation**


**Week 10: Product Strategy 1**

**Brand Equity, Personality, Extensions**


**Market Timing**


**Week 11: Product Strategy II**


**Week 12: Networks, Strategic Alliances**


**Week 13: Customer Relationship Management**


Heide, Jan and George Jolm, "Do Norms Matter in Marketing Relationships?" *Journal of Marketing*, 56 (April 1992), 32-44.

**Week 14: Strategy and the Internet**


**Week 15: State of the Field**


Verhoef, Peter C., and & Peter S.H. Leeflang (2009), "Understanding the Marketing Department's Influence Within the Firm" *Journal of Marketing*, Vol. 73 (March), 1-000.


“We emphasize student achievement and success because achievement and success are essential if we are to shape future leaders and transform lives.”

Syllabus Attachment
Spring 2014

IMPORTANT DATES
Semester Class Begins ........................................... 01/13/2014
Last day to add a class (without instructor permission): ............... 01/24/2014
Last day to withdraw completely and receive a 100% refund: ...... 01/26/2014
Last day to drop a course using SalukiNet: .......................... 03/23/2014
Last day to file diploma application (for name to appear in Fall
Commencement program): ........................................... 03/28/2014
Final examinations: ...................................................... 5/5 – 5/9/2014

Note: For outreach, internet, and short course drop/add dates, visit Registrar’s Academic webpage http://registrar.siu.edu/

SPRING SEMESTER HOLIDAYS
Martin Luther King, Jr.’s Birthday 01/20/2014
Spring Vacation 03/08—03/16/2014

WITHDRAWAL POLICY ~ Undergraduate only
Students who officially register for a session may not withdraw merely by the stopping of attendance. An official withdrawal form needs to be initiated by the student and processed by the University. For the proper procedures to follow when dropping courses and when withdrawing from the University, please visit http://registrar.siu.edu/pdf/ugradcatalog1314.pdf

INCOMPLETE POLICY ~ Undergraduate only
An INC is assigned when, for reasons beyond their control, students engaged in passing work are unable to complete all class assignments. An INC must be changed to a completed grade within one semester following the term in which the course was taken, or graduation, whichever occurs first. Should the student fail to complete the course within the time period designated, that is, by no later than the end of the semester following the term in which the course was taken, or graduation, whichever occurs first, the incomplete will be converted to a grade of F and the grade will be computed in the student's grade point average. For more information please visit:
http://registrar.siu.edu/grades/incomplete.html

REPEAT POLICY
An undergraduate student may, for the purpose of raising a grade, enroll in a course for credit no more than two times (two total enrollments) unless otherwise noted in the course description. For students receiving a letter grade of A, B, C, D, or F, the course repetition must occur at Southern Illinois University Carbondale.

GRADUATE POLICIES
Graduate policies often vary from Undergraduate policies. To view the applicable policies for graduate students, please visit http://gradschool.siu.edu/about-us/grad-catalog/index.html

DISABILITY POLICY
Disability Support Services provides the required academic and programmatic support services to students with permanent and temporary disabilities. DSS provides centralized coordination and referral services. To utilize DSS services, students must come to the DSS to open cases. The process involves interviews, reviews of student-supplied documentation, and completion of Disability Accommodation Agreements.
http://disabilityservices.siu.edu/

STUDENT CONDUCT CODE
http://policies.siu.edu/other_policies/chapter3/conduct.html

SALUKI CARES
The purpose of Saluki Cares is to develop, facilitate and coordinate a university-wide program of care and support for students in any type of distress—physical, emotional, financial, or personal. By working closely with faculty, staff, students and their families, SIU will continue to display a culture of care and demonstrate to our students and their families that they are an important part of the community.

For Information on Saluki Cares: (618) 453-5714, or siucares@siu.edu, http://salukicares.siu.edu/index.html

EMERGENCY PROCEDURES
Southern Illinois University Carbondale is committed to providing a safe and healthy environment for study and work. We ask that you become familiar with the SIU Emergency Response Plan and Building Emergency Response Team (BERT) programs. Emergency response information is available on posters in buildings on campus, available on BERT’s website at www.bert.siu.edu, Department of Safety’s website at www.dps.siu.edu (disaster drop down) and the Emergency Response Guideline pamphlet. Instructors will provide guidance and direction to students in the classroom in the event of an emergency affecting your location. It is important that you follow these instructions and stay with your instructor during an evacuation or sheltering emergency.

INCLUSIVE EXCELLENCE
SIU contains people from all walks of life, from many different cultures and sub-cultures, and representing all strata of society, nationalities, ethnicities, lifestyles, and affiliations. Learning from and working with people who differ is an important part of education as well as an essential preparation for any career. For more information please visit:
http://www.inclusiveexcellence.siu.edu/

LEARNING AND SUPPORT SERVICES
Help is within reach. Learning support services offers free tutoring on campus and math labs. To find more information please visit the Center for Learning and Support Services website:
Tutoring: http://tutoring.siu.edu/
Math Labs: http://tutoring.siu.edu/math_tutoring/index.html

WRITING CENTER
The Writing Center offers free tutoring services to all SIU students and faculty. To find a Center or Schedule an appointment please visit http://write.siu.edu/

AFFIRMATIVE ACTION & EQUAL OPPORTUNITY
Our office's main focus is to ensure that the university complies with federal and state equity policies and handles reporting and investigating of discrimination cases. For more information visit:
http://diversity.siu.edu/

Additional Resources Available:
SALUKINET: https://salukinet.siu.edu/cp/home/displaylogin
ADVISEMENT: http://advisement.siu.edu/
PROVOST & VICE CHANCELLOR: http://pvcaa.siu.edu/
SIU ONLINE: http://online.siu.edu/


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